

Food and drink businesses invited to register for Picnic Penticton program

(Penticton, BC – April 15, 2021) – A new Picnic Penticton program beginning this May aims to support local food and drink businesses by inspiring people to enjoy their takeout orders at local parks. Businesses are encouraged to register now to take part in this free promotional campaign – at no cost to them.

The City of Penticton's Economic Development department is launching this initiative as part of its ongoing Love Local campaign to support economic recovery. This follows recommendations from the COVID-19 Safe Restart Task Force to support local businesses. It also seeks to continue momentum generated through the Penticton & Wine Country Chamber of Commerce's Dine Out & Give Back campaign, which wraps up Sunday, as well as the Downtown Penticton Association's Take-Out to Help-Out initiative.

"Today, as Canada celebrates National Takeout Day, we're excited to announce our Picnic Penticton initiative, which aims to build on the great energy already created by the Chamber and DPA," said Carly Lewis, Economic Development Manager. "This program will be an ideal opportunity to order takeout food or drinks and take your picnic to one of our outdoor spaces. In addition to our permanent picnic tables, we will be distributing 36 additional tables throughout the parks, providing plenty of opportunities for picnicking."

Registration for businesses is now open! All Penticton-area businesses that provide takeout food or drinks, including breweries and wineries, are encouraged to register now at pentiction.ca/picnic. Businesses that participate will benefit in the following ways:

- They will be included in marketing promotions including an interactive map and social media campaign.
- They will be provided with free 'picnic packs' to distribute to customers (limited numbers; more details to be released soon).
- They will be featured on the City's website and related channels, and promoted through partners including the Penticton & Wine Country Chamber of Commerce, Travel Penticton and the Downtown Penticton Association.

Penticton's pilot project for responsible outdoor public consumption of alcohol at designated parks – also in support of the City's Love Local campaign – will be presented to City Council on April 20, with a proposed start date of May 4.

Further details about Picnic Penticton will be made available soon at penticton.ca/picnic.

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Contact:

Carly Lewis
Economic Development Manager
City of Penticton
250-276-2165

Philip Cooper
Communication Manager
City of Penticton
250-490-2583